



PORTUGUESE WINES TAKE CENTRE STAGE AT THE WORLD'S PREMIER SOMMELIER EVENT

Lisbon welcomes the world's leading sommeliers, while Sogrape showcases the diversity, quality and authenticity of Portuguese wines to one of the most influential audiences in the global wine industry.

XX October 2026 – Between 11 and 17 October, Lisbon hosts the world's most prestigious international sommelier competition, bringing together the finest sommeliers, wine experts, journalists and opinion leaders who play a critical role in recommending and championing wines across key international markets.

In this context, Sogrape is participating for the first time in the ASI Contest Best Sommelier of the World as a Gold Event Partner, using this prestigious platform to strengthen its fine wines growth strategy and present a representative selection of the richness, diversity and quality of Portuguese wines to some of the world's most influential wine ambassadors and gatekeepers.

This participation represents a unique opportunity to further enhance the international profile of Portuguese wines and strengthen relationships with professionals who play a decisive role in driving recommendations and building value for wines in premium markets around the world.

"Portugal is today home to extraordinary wines that are recognised and appreciated in the world's leading markets. Being alongside the world's best sommeliers is an opportunity to continue sharing what makes us distinctive as a wine-producing country and to strengthen our connection with the professionals who help establish Portuguese wines in some of the most prestigious restaurants, wine retailers and wine lists around the world," says Fernando da Cunha Guedes, President of Sogrape.

For this occasion, Sogrape has selected a representative range of wines from its leading wine-producing regions across Portugal, spanning Vinho Verde, Douro, Dão, Bucelas and Alentejo. The selection includes some of the most renowned brands in the company's portfolio, including Casa Ferreirinha, Sandeman, Porto Ferreira, Quinta de Azevedo, Quinta dos Carvalhais, Quinta da Romeyra, Herdade do Peso, Trinca Bolotas, Série Ímpar and Mateus, reflecting the diversity of terroirs, grape varieties and wine styles that define Portugal as a wine-producing country.

Throughout the week, Sogrape will host a range of experiences for international participants, including its presence at the event's official Bar des Sommeliers, where it will present The Insider Pour, an exclusive experience offering access to rare wines and special editions. The Sogrape Wine Academy will also host a masterclass dedicated to Portugal's unique position in the global wine landscape, highlighting the diversity that makes the country truly distinctive.

Sogrape's participation in the ASI Contest Best Sommelier of the World reinforces the company's commitment to promoting Portuguese wines internationally among the category's most influential professionals, who help shape trends, recommendations and purchasing decisions across the world's most important wine markets.

For more information, please contact:
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Be responsible. Drink in moderation.



About Sogrape

Founded in 1942 by Fernando Van Zeller Guedes, Sogrape was born to demonstrate the quality of Portuguese wines to the world. From a single winery in the Douro Valley focused on the production of Mateus Rose, this family company has become global, with presence in more than 120 markets, owning more than 1,600 hectares of vineyards in Portugal, Spain, Chile, Argentina and New Zealand.

Moved by the purpose of *bringing Friendship and Happiness to everyone it touches through its wonderful wines*, the family spirit and the peak performing team culture lived at Sogrape are key in the successful path that it has been building for over 80 years.

Under the leadership of Fernando da Cunha Guedes, current President and 3rd generation of the founding family, the leading company in Portugal aims to spread *Sograpiness* through the world and be affirmed as a catalyst for positive societal change, respecting the limits of the planet in the construction of a more sustainable and inclusive future.

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